

A Community Playbook for Recreation and Tobacco Prevention



April 2003,

Dear Kansas Health Advocates,

Each year, 6,700 Kansas kids under the age of 18 become new daily smokers and one-third of them will die prematurely from their habit. In Kansas, youth smokeless tobacco rates are slightly higher than the national average. In addition, nearly all first time use of tobacco occurs before high school graduation. This finding suggests that if adolescents can be kept tobacco free, most will never start using tobacco.

Community-based tobacco prevention programs are key components of reducing youth tobacco use in Kansas. Sports activities are a great way to reach Kansas youth with information on how to make important health decisions related to tobacco use and physical activity. Our mission is to partner with local organizations to create an environment where tobacco use is viewed as undesirable, unacceptable and inaccessible.

We are excited about your interest in this program. We hope that this guide will inspire you to join us in reaching out to Kansas youth with messages about the importance of choosing healthy, active and tobacco free lifestyles. By working together, we have the opportunity to improve the health of young people in Kansas.

Sincerely,

Julia Francisco, MPH
Tobacco Use Prevention Program Director
Kansas Department of Health & Environment

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About the Tobacco Free Sports Program

The Tobacco Free Sports (TFS) program promotes a tobacco free lifestyle for young athletes by providing educational opportunities and assuring the existence of tobacco free environments during sporting events.

The Kansas Tobacco Free Sports program is a grant-funded project. It began in 1998 as a soccer program and has grown to encompass all sports. The Kansas program is part of a national and world program with partners all around the globe.

The benefits of physical activity are well known. Regular physical activity improves health in many ways. It reduces the risk of heart disease, diabetes, hypertension and cancer. It also reduces stress and anxiety, helps control weight and builds healthy bones, muscles and joints. Clearly, these benefits indicate that physical activity is an important means for reducing preventable disease. Thousands of Kansas youth who participate in recreation and sports programs receive these benefits from physical activity.

While physical activity aids in preventing disease, tobacco use is the leading cause of preventable death among Americans, as well as Kansans. Tobacco use causes heart disease, stroke, cancer and respiratory disease. In fact, 3,800 Kansans die each year as a result of tobacco use. According to the 2000 Youth Tobacco Survey, 12% of Kansas middle school students and 33% of high school students currently use tobacco. Youth are the future of Kansas and keeping them healthy is imperative.

Why focus on recreation?

Recreation provides the opportunity to:

- Involve community organizations in tobacco prevention.
- Assess the social environments of youth.
- Reach parents.
- Reach the large number of youth involved in recreational activities.
- Connect with youth involved in recreational programs since they are at risk to use tobacco.
- Raise awareness on secondhand smoke.
- Change community norms.
- Encourage leaders to positively influence young people's behavior.
- Utilize members of recreational organizations since they are important community role models
- Promote physical fitness.
- Counter the tobacco industry's targeting of sporting events.
- Develop key partnerships that can be utilized for future health initiatives.

Purpose of This Playbook

This guide is designed to give local community leaders the tools they need to utilize recreation as a means for tobacco prevention. This guide will explain how community leaders can establish a tobacco free sports event and prepare to work towards tobacco free environments. It contains examples of successful strategies for tobacco free events, samples of tobacco free policies that can be implemented in your community, tips on how to strategically utilize the media and guidance for project evaluation. The following descriptions provide suggestions as to how readers can use this guide.

Local coalitions:

This guide will provide local coalitions with successful strategies on how to start changing community norms regarding tobacco use. Coalitions will be able to educate community members on the dangers of tobacco use while setting the groundwork for establishing tobacco free policies.

Local public health departments:

Local health departments can use this guide to enhance your existing tobacco prevention program or to help design a new strategy for youth tobacco prevention. These strategies can help local health departments meet local, state and national objectives to reduce tobacco use and increase physical activity.

Local recreation departments/organizations:

Since recreation departments and organizations work directly with youth, they have an opportunity to make a positive impact on youth in Kansas. Strategies presented in the manual will help local recreation departments or organizations meet goals for promoting physical activity while reducing tobacco use among youth.

Youth coaches:

Most coaches are aware of the unique opportunities they have to fill teachable moments with lessons about living healthy lifestyles, including being tobacco free. This guide will help coaches educate players, parents and fans about the benefits of being tobacco free. Coaches will also learn how to adopt tobacco free policies, promote tobacco free messages and form partnerships with others in the community who share these goals.

“Our only addiction is the game.”

About the Kansas Tobacco Use Prevention Program

This manual was prepared by the Kansas Department of Health and Environment's Tobacco Use Prevention Program (TUPP). TUPP provides resources and technical assistance to community coalitions for development, enhancement, and evaluation of state and local initiatives to prevent death and disease from tobacco use addiction. The Tobacco Use Prevention program focuses on four priority areas:

- 1) Preventing the initiation of tobacco use among young people.
- 2) Promoting quitting among young people and adults.
- 3) Eliminating nonsmokers' exposure to environmental tobacco smoke (ETS).
- 4) Identifying and eliminating the disparities related to tobacco use and its effects among different population groups.

Currently, TUPP has four competitive grant programs.

- 1) Chronic Disease Risk Reduction and Enhancement Grant: TUPP supports community based health promotion programs to reduce tobacco use, promote healthy eating behaviors and/or promote physical activity.
- 2) Tobacco Free Sports Mini-Grant: TUPP encourages tobacco free communities through tobacco free sporting events and programs.
- 3) TASK Mini-Grant: TASK, a statewide youth coalition, assists local groups with becoming established TASK Companies through the distribution of mini-grants. Companies work to inform teens of big tobacco manipulation and further the TASK mission of reducing teen smoking in Kansas.
- 4) Outreach to Ethnic and Minority Grant: TASK supports local ethnic and minority youth coalitions to employ an integrated, multi-cultural approach designed to promote changes in knowledge, attitudes, behaviors and the develop policies and regulations that dissuade minority youth from becoming addicted to tobacco.

Acknowledgements

TUPP would like to thank everyone who contributed to the creation of this manual. Special thanks to the Centers for Disease Control and Prevention, Minnesota Department of Health, Partnership for Tobacco-Free Maine and the individuals who reviewed the manual and provided feedback.

About the Kansas Tobacco Use Prevention Program

TUPP has six outreach staff to provide technical assistance to local community organizations. Please contact your local Outreach Coordinator for additional tobacco free sports resources.

Tobacco Use Prevention Program Districts



District Offices



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Preseason Preparation

Scientific evidence shows that youth who participate in sports are far less likely to smoke than their peers who aren't involved in sports. This chapter will outline the steps a coach or recreational leader can utilize to develop a plan to incorporate tobacco prevention education into their sports or physical activity program.



Teachable Moments

Coaches and recreational leaders have access to many teachable moments during a season to discuss and model healthy lifestyle behaviors. These teachable moments come in many forms and avenues, depending on your coaching style. The following are examples of how teachable moments can be integrated into a sports program.

1 Review the Facts

In order to have a teachable moment, coaches and recreational leaders should be prepared to explain how tobacco affects sport performance. Simply asking young athletes to refuse tobacco may not provide them with enough skills and information. Discussions that encourage the athlete to commit to achieving better athletic performance are more effective to promote long-term refusal skills. Reinforce your discussions with facts that describe how athletic performance is affected by tobacco use. It has been proven that teens who don't use tobacco cite the fear of impaired athletic ability as an important factor in making their decision.

How to be a Tobacco Free Role Model

- Avoid the "do as I say, not as I do" conflict by choosing not to use or possess tobacco.
- Support tobacco free policies for your team and athletic league. Don't state the rule and look the other way when it comes to enforcing the policy.
- Have teenage athletes recognize their influence on younger sport fans and remind them of the importance of being tobacco free.
- Talk to young people about the harmful effects of tobacco and its addictive nature. Remember to emphasize it's the behavior that is bad, not the person!
- Remember that when talking to youth, they relate more to messages about the immediate effects of tobacco use (such as poor athletic performance) than to its long term health threats.
- Discuss policy violations and explain why the tobacco free policy is in place.
- Discuss media reports about athletes who have used tobacco, drugs or alcohol.
- Conduct advocacy projects relating to tobacco free behavior.

Preseason Preparation

2 Be A Positive Role Model

Next to a parent, a coach or recreation leader may be one of the most influential people in a young person's life. Coaches and recreational leaders have many unspoken teachable moments. If a coach or recreational leader is tobacco free, this will demonstrate a personal health image that young athletes will follow. Avoid the "do as I say, not as I do" conflict by choosing not to use or possess tobacco.

3 Promote Tobacco Free Athletes

Focus discussions on athletes that choose not to use tobacco. Discuss how healthy behavior, sportsmanship and hard work helped professional athletes achieve their success. Included in the Tobacco Free Sports program are posters and videos which highlight tobacco free role models.

4 Encourage Tobacco Free Pledges

A coach or recreational leader can ask their young athletes to sign a tobacco free pledge, demonstrating to the youth that it is an important and serious issue. Coaches or recreational leaders can reinforce the tobacco free pledges with a newspaper article, pep rally or by posting pledges in highly visible areas. At the end of season, provide a reward for those who completed their goal of being tobacco free. Sample pledges are provided in the Resource section of this playbook or visit www.kdhe.state.ks.us/tobacco for a downloadable copy.

5 Implement A Tobacco Free Policy

Teachable moments are most effective when they complement and supplement tobacco free policies. This program is not intended to be used in isolation as the primary tobacco prevention education for youth. To have the most impact as a tobacco prevention component, it must be linked to a tobacco free policy with the sports fields.

6 Enforce Healthy Behaviors

Ensure that all staff, coaches, referees and young athletes know and understand the tobacco free policy. Young athletes will respect their coaches and recreational leaders' decision to be consistent and fair with all players when enforcing policies. If policy violations occur, discuss them with the team. Explain the rationale for the policy and the reasons you support the policy. Ensure that the consequences match the violation.

Preseason Preparation

Use the following questions to generate a discussion with athletes. The Tobacco Free Sports program can also provide organizations with videos or handouts to help generate discussions about tobacco use and athletic performance.

Tobacco and Sports Performance

- What are healthy behaviors an athlete can adopt to increase their performance?
- What are the specific ways that tobacco use affects physical performance?
- How does tobacco use affect the team?
- How can students convince a teammate to stop using tobacco?
- Why is it so hard for people to quit smoking?
- Does tobacco help with weight loss?
- How do young athletes deal with peer pressure and stress?
- What does it mean to be a role model?
- Given the dangers of secondhand smoke, what do young athletes think about fans using tobacco at sporting events?
- Does the school or recreation center have a tobacco free policy?
- What are some non-threatening ways to ask strangers not to use tobacco at a sporting event?

Tobacco Marketing

- Why do tobacco companies want their product to appear where athletes are competing?
- Show athletes copies of actual tobacco advertisements and discuss how they contain misleading information. Here are some questions to promote critical thinking:
 - Which ads are most likely to appeal to kids? To women? To men?
 - What are some techniques advertisers use? (Humor, association, positive images, scientific information.)
 - What kinds of images do the ads convey? (Youthfulness, independence, healthfulness, adventure-seeking.)

“Rule with fire, not smoke.”

Keeping Athletes Tobacco Free

Eight Things Coaches Can do Keep to Their Athletes Tobacco Free

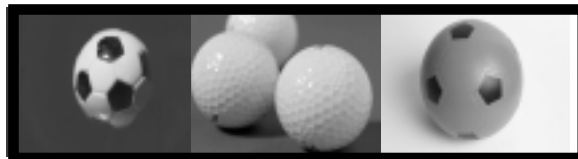
1. Never use tobacco products around your players. Recognize the influence you have over them. Model the behavior you would like them to assume.
2. Adopt a tobacco free team rule for you and your players. If possible make a written pledge between you and your players. This helps to form a commitment to work on this goal.
3. Share your tobacco free rule, pledge and activities with your player's parents. Ask them to please not smoke or use tobacco products at their children's games.
4. Refuse tobacco company advertising or sponsorship of any type.
5. Provide for positive reinforcement for athletes demonstrating healthy behavior. Distribute incentive prizes to athletes that model the correct behavior.
6. Work with fellow coaches and player's parents to make playing fields tobacco free.
7. Connect with a community group that is working for a tobacco free Kansas. Some ideas of groups to contact are: local public health departments, local coalitions, local recreation departments/ organizations, school officials.
8. Talk to your players about the health effects of tobacco. Remember they will relate more to messages about the immediate effects of tobacco use, such as poor athletic performance, than to its long-term health effects. Find those teachable moments within the normal athletic practice or game time to reinforce behavior.



*“Play with fire in your heart,
not smoke in your lungs.”*

Policies that Score

Tobacco free policies send a loud and clear message that tobacco use is not the norm in your community and will provide youth with a healthy, tobacco free environment in which to play. These policies also educate coaches, recreational leaders, referees and officials, and parents regarding the importance of being tobacco free role models.



Why are tobacco free policies effective in preventing tobacco use?

- Policies reinforce the message that tobacco use is an unhealthy and unnecessary behavior.
- Policies ensure that participants and spectators are not exposed to environmental tobacco smoke.
- Policies create an environment where leaders can model and promote healthy lifestyle choices.

Why are tobacco free policies so important?

- City/county recreation departments usually own and operate most of the facilities used by youth recreation groups.
- City/county policies support groups who have existing policies when they are using city/county facilities, such as youth groups, schools and other leagues.
- Maintains consistency with other tobacco free policies in your community, such as government buildings and schools.
- Cigarette butts cause litter, maintenance expenses and can be ingested by children and pets.
- Creating tobacco free environments protects the health, safety and welfare of the community.

Questions to consider before drafting your tobacco free policy:

- Which playing fields and parks will be affected by the policy?
- Will tobacco use be banned just during sporting events or all of the time?
- Will you prohibit tobacco advertising, including any ads displayed on t-shirts, caps, signs, or through sponsorship of the event?
- What will the penalties be for violating the tobacco free policy?
- How can you prepare for the community and media's questions about the new policy?

Components of a Successful Tobacco Free Policy

- 1 Include the rational for developing the policy**
Include the reason for having the policy, such as the health effects, concerns about a safe and healthy environment to play in, environmental concerns, reinforcement of tobacco prevention efforts, and support for appropriate role-modeling for young people.
- 2 Consider who the policy will cover**
Identify participants and athletes, coaches and staff, referees and officials, visitors, spectators and all parties the policy will affect.
- 3 Locations and/or facilities where the policy applies**
Identify all grounds and facilities and include organization-sponsored events, even if held off-site.
- 4 Definition of terms**
Describe clearly which tobacco products are being banned and what determines use and possession. The most effective policy would state clearly that there should be no tobacco use at any time, 24 hours a day, 365 days a year, by any person on the parks and recreation grounds.
- 5 Enforcement of the policy**
Without enforcement, a policy is ineffective. There must be a written procedure for the steps to be taken when a policy violation occurs. City and park recreation departments enforce tobacco policies for outdoor youth recreational facilities similar to other park policies, such as alcohol and litter policies. Park policies are typically enforced by using signage, staff and/or volunteers asking people to refrain from tobacco use during recreational activities and community education to ensure voluntary compliance. Game officials should be responsible for enforcing the tobacco free policy to coaches and players during the sporting event.
- 6 Consequences of the violation**
Consider what reasonable, age-appropriate consequences will be sanctioned for violating the policy. This could include a verbal warning or if the problem persists, an escort off the grounds. Depending on each department's regulations, a fine may need to be included in the policy.
- 7 Activities that support the policy**
Identify opportunities that complement the tobacco free policy, such as communicating the policy, promoting a tobacco free message at events through PSAs, providing educational materials, providing local tobacco cessation information and utilizing adult and peer role models as spokespeople.
- 8 Dissemination of the policy**
Make plans to notify coaches, staff, athletes, parents and spectators of the policy. This can include updates to the policy manual, team and participant pledges, trainings, newsletter articles and signage.

Steps for Making Youth Sporting Events Tobacco Free

STEP ONE

Making your youth sporting event tobacco free will likely require the passage of an ordinance or policy by your local town council or school board. Check with your Town Manager, County Clerk, Recreation Department Manager, or Superintendent to find out how an ordinance or policy is passed. Some questions to ask include:

- How do you get the ordinance or policy on the agenda?
- Does it require a sponsor, or can it come from the public?
- When are the meetings that you will need to attend?
- Where are the meetings that you will need to attend?
- How long will your organization have at the meeting to make a presentation?

STEP TWO

If possible, make this an effort that includes many people and organizations. Make sure that parents, students, teachers, community leaders, administrators and public health professionals are involved in the process.

STEP THREE

If you already know a town council or school board member, have an informal discussion with that member regarding your desire to change or pass a policy for youth sporting events to be tobacco free. Try to gain his/her support and ask for feedback on how to best approach this issue. Find out who might be your best supporters and who might need convincing.

STEP FOUR

Be respectful of the outcome, even if the ordinance or policy is not passed or changed. Remember, you can present the ordinance or policy again at a later date.

STEP FIVE

If you succeed, have displays at the event to inform spectators of the tobacco free policy. Also, invite the media to cover the change in the ordinance or policy and the health benefits for all youth participants and spectators. Be sure to have a plan to handle smokers who violate the ordinance or policy in a respectful and courteous manner.



Example of a Model Tobacco Free Policy

City/County and Park Recreation Department Model Tobacco Free Policy

WHEREAS, the City/County believes tobacco use in the proximity of youth and adults engaging in or watching youth sports at city/county owned or operated facilities is detrimental to their health and is offensive to those in such facilities; and

WHEREAS, our youth athletic organizations have a unique opportunity to create and sustain an environment that supports a tobacco free norm with a policy, rule enforcement, and adult-peer role modeling on City/County youth athletic fields; and

WHEREAS, the City/County believes parents, leaders, and officials are role models for youth and can have a positive effect on the lifestyle choices they make; and

WHEREAS, cigarettes once consumed in public places, are often discarded on the ground requiring additional maintenance expenses, diminish the beauty of the city/county's recreational facilities, and pose a risk to young children and pets due to ingestion; and

WHEREAS, the City/County Parks & Recreation Board determines that the prohibition of tobacco use at the City/County's recreational facilities serves to protect the health, safety, and welfare of the citizens of our City/County.

Section 1: Tobacco use prohibited at all youth recreational facilities

No person shall use tobacco products at any of the City/County's athletic fields or playgrounds, including spectator areas, restrooms, and concession areas. Appropriate signage as directed by the Parks & Recreation Director shall be posted in these areas.

Section 2: Violation and Consequences

Any person found violating this policy will be subject to immediate ejection from the recreational facility for the remainder of the event.

Section 3: Effective Date

This policy statement is effective immediately upon the date of adoption.

Department of Parks and Recreation

Date

Example of a Model Tobacco Free Policy

Youth Recreation Organization Model Tobacco Free Policy

Commitment:

We recognize that there is ample research demonstrating the health hazards of the use of tobacco products, including smoking, breathing environmental tobacco smoke, and the use of smokeless tobacco, and understand our responsibility to the participants of our program to model and promote tobacco free lifestyles.

We stress to leaders, teachers, coaches and staff, officials and referees, administrators, parents, spectators, and all others involved in youth recreational activities the importance of maintaining a tobacco free environment while working with young people. We provide an environment that is free of tobacco at all events.

Policy:

The use or possession of any form of tobacco during all activities sanctioned by or in which our organization participates is strictly prohibited. This includes, but is not limited to, all league games, tournaments, competitions, sponsored events, and all other performances. This policy applies to all participants including players, leaders, teachers, coaches, staff, managers, club officials, administrators and spectators.

Definition:

Tobacco use is the possession, inhalation, or ingestion of tobacco, in any form, regardless of the quantity.

Consequences:

Violation of this policy will result in the individual being removed from the recreational activity.

Signature: _____

Title: _____

Date: _____

News on the Field

A tobacco free sports event is not only fun and exciting but it also has an important message. As a tobacco free advocate, it is your responsibility to spread your message to as many people as possible. Radio, television and print reporters can spread your message to not just those in your community but also to readers and policy makers statewide. Most elected officials track media coverage in their local areas. Used in conjunction with community activities, media activities can decrease tobacco initiation and increase tobacco cessation.



Media Check List

- ✓ First, assemble a media list. Your list should include print, television and radio reporters. Write down all information for media contacts, including a complete address and fax number. Consider which reporter would cover your story. For television reporters, you will want to send your materials to the assignment editor. At radio stations, it may be the news director or program producer.
- ✓ Two weeks in advance: Draft a media alert or news release, fact sheets and additional information you would like to provide the media. Make covering the event easy for the journalist.
- ✓ One week to three days before the event: Send the media an alert or release and follow up with journalists to pitch the story.
- ✓ The day before the event: Make follow-up calls and resend the alert or release if necessary.
- ✓ After the event: Send media information to journalists who did not attend. Send journalists thank you notes for covering the event. Track and evaluate coverage to see how you can improve next time.

Tips on Talking With Reporters

- Relax and take time to prepare before each conversation. Create three main talking points each time you speak with a reporter. Be able to explain your story in brief, easy to follow sentences.
- When you speak with a reporter, introduce yourself and ask if the reporter is on deadline for another story. If so, agree on a more convenient time to call back.
- Be honest. If the reporter asks something you do not know the answer to, don't guess. Reply that you do not know but will check and get back to him or her.
- Never engage in an immediate interview. Tell the reporter you are busy at the moment but emphasize that you will return the call promptly. Get the reporter's name, phone number, deadline and a brief summary of what the reporter wants to know.

Sample Talking Points for Creating Tobacco Free Recreational Policies

I. Smoking is the #1 Preventable cause of Death in the United States

- Tobacco is the single most preventable cause of death in the United States-killing more than AIDS, alcohol, motor vehicle accidents, murder, drug-induced events and suicide combined (CDC).
- In Kansas, 3,800 people die each year from tobacco (CDC).
- Nationally, 1 in 3 young people who become regular smokers will die from a tobacco-related disease (CDC).

II. Tobacco Harms Our Youth

- In Kansas, 12% of middle school students and 33% of high school students are current users of any tobacco product (2000 Kansas Youth Tobacco Survey).
- The younger people start smoking cigarettes, the more likely they are to become strongly addicted to nicotine (Surgeon General's Report).
- Every year in Kansas, 6,700 kids under 18 become new daily smoker each year and one-third of them will eventually die from their habit (Tobacco Free Kids).
- Spit tobacco contains nicotine and at least 28 cancer-causing chemicals and causes cancer of the mouth, cheeks, and gums (Oral Health of America). In Kansas, 14.5% of male high school students use smokeless tobacco (2000 Kansas Youth Tobacco Survey). Nationally, 11.6 % of high school males use smokeless tobacco (CDC).

III. Tobacco Industry Targets Youth Involved with Sports

- Eighty-six percent of teen smokers prefer Marlboro, Camel and Newport-the 3 most heavily advertised brands (U.S. Dept. Health & Human Services).
- The tobacco industry spends \$90.9 million a year in Kansas to advertise its products (Federal Trade Commission).

IV. Secondhand Smoke Is Not Just an Indoor Problem

- Secondhand smoke contains over 4,000 chemicals, including 50 cancer-causing chemicals and 200 poisons like ammonia, formaldehyde, and carbon monoxide (National Cancer Institute).
- Every year, up to 26,000 kids develop asthma from secondhand smoke (National Cancer Institute).
- Most Kansas students are exposed at least weekly: 72% of middle school students and about 88% of high school students were exposed to secondhand smoke in the past week (2000 Kansas Youth Tobacco Survey).

Media Pieces-Letters to the Editor

Letters to the editor offer important opportunities for readers to share their opinions to a broad audience. Letters to the editor are among the best-read sections of the paper and are very popular with policy makers. Find out how your local newspaper prefers to receive letters to the editor (electronic, hard-copy format), what the maximum length should be, and how much lead time they need. Below is an example letter to the editor.

In Kansas, smoking among youth is a problem that can no longer be ignored. According to the 2000 Kansas Youth Tobacco Survey, 12% of Kansas middle school students and 33% of high school students use tobacco.

Why do our young people start smoking? They are influenced by those around them who smoke and by the tobacco industry's advertising. In Kansas, the tobacco industry spends an estimated \$90.9 million to target our youth. Today's average 14-year-old already has been exposed to more than \$20 billion in imagery advertising and promotions since age 6, creating a "friendly familiarity" with tobacco products and an environment in which smoking is seen as glamorous, social and normal.

Friends, family and other adult leaders are key role models in whether or not youth choose to use tobacco. How can we work to ensure that youth are surrounded by positive role models? We can start by being positive role models ourselves. One way to do this is by prohibiting tobacco use during youth activities. This behavior reinforces to our youth that tobacco use is unacceptable and shows them that we, as adults, care about their health.

Tobacco use at youth recreation activities pose additional problems for facility owners. Litter caused by discarded cigarette butts not only diminishes the beauty of the city's park facilities, but also causes additional maintenance expenses and puts toddlers at risk for ingestion.

By prohibiting tobacco use at recreational facilities we are also protecting our citizens from the dangers of secondhand smoke. Secondhand smoke is not just an indoor problem. Outdoor secondhand smoke can expose people to levels as high as those found in some indoor places. According to the 2000 Kansas Youth Tobacco Survey, 72% of middle school students and about 88% of high school students are exposed to secondhand smoke.

I urge you, as responsible citizens of our community, to support tobacco free recreational grounds. Please help protect the health of the young people living in our community!

Sincerely,
Ann Johnson
Concerned Citizen

Media Pieces-News Release

A news release announces news to the media. The opening paragraph or two should answer who, what, when, where and why. A news release follows the inverted pyramid structure; in other words, the information becomes gradually less important. Below is a sample news release.

News Release

FOR IMMEDIATE RELEASE
(DATE)

FOR MORE INFORMATION, CONTACT:
(NAME)
(CONTACT INFORMATION)

***(Name of School)* Hosts Strike Out Tobacco Softball Game**

(Name of School) will host the first ever “Striking out Tobacco” student/faculty softball game on Friday, May 1 at 3:30 p.m at *(Place, Address)*. The game is part of a global campaign committed to promoting tobacco free sports and policies to support a smoke free environment.

“Sports have a natural link to a healthy lifestyle, as physical fitness is often a prerequisite for top achievements,” said *(high school principal)*. “Sports and tobacco do not go together-it’s as simple as that. Athletes cannot perform at their best if they use tobacco.”

The 100% tobacco free student/faculty game will wrap-up the week’s tobacco free sports activities. Throughout the week, students read tobacco facts over the intercom and hosted numerous contests. The winner of the tobacco free event banner contest will throw the first pitch at the baseball game. The winner will be announced at 3:00 p.m. Students will also be selling healthy snacks to raise money to support future tobacco free sports activities.

“This game encourages youth at *(name of school)* to believe in being healthy and participating in sports without drug and tobacco use,” said *(high school coach)*. “We want to promote a fun event and a healthy lifestyle for those in *(name of town)*.”

“This week has been a lot of fun and many of us have had the opportunity to learn a lot about tobacco,” said *(senior class president)*. “We are all looking forward to the game and continuing to educate students and community members about the dangers of tobacco use.”

More than 1 out of 10 Kansas middle school students and more than 1 out of 3 Kansas high school students report using tobacco in the last thirty days. Every year, 6,700 Kansas children become addicted to tobacco. At these current trends, more than 57,000 kids now under 18 and alive in Kansas today will ultimately die prematurely from smoking.

###

Media Pieces-News Alert

A news alert (also called a news advisory) is a who, what, when, where, why and how outline of a newsworthy story. Keep the alert to one page and include only timely news. If interview and photo opportunities will be available, mention this in the alert. A reporter should be able to write a short, complete news piece from the alert alone. Be careful not to give away all of the news because you want the media to attend your event. Below is a sample news alert.

Media Alert

FOR IMMEDIATE RELEASE
(DATE)

FOR MORE INFORMATION, CONTACT:
(NAME)
(CONTACT INFORMATION)

(SCHOOL) Hosts Strike out Tobacco Game

WHAT: (SCHOOL) will host the first ever “Striking out Tobacco” student/faculty softball game. The game is part of a global campaign committed to promoting tobacco free sports and policies to support a smoke free environment.

WHO: (SCHOOL)

WHEN: (DATE AND TIME)

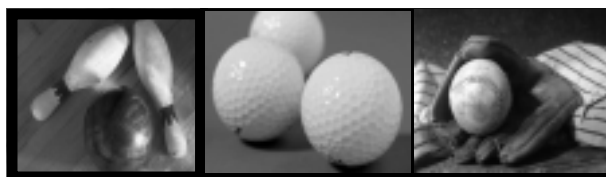
WHERE: (NAME OF BASEBALL FIELD AND ADDRESS)

WHY: More than 1 out of 10 Kansas middle school students and more than 1 out of 3 Kansas high school students report using tobacco in the last thirty days. Every year, 6,700 Kansas children become addicted to tobacco. At these current trends, more than 57,000 kids now under 18 and alive in Kansas today will ultimately die prematurely from smoking.

###

The Best Offense is a Good Evaluation

Before you start your tobacco free sports program, be sure to set up a plan to see how your program is operating and what effects it is producing. With this information, you can strengthen your program and increase its effectiveness and impact over time. What you discover through evaluations can help you influence the people who allocate funds and set policies. These findings also show elected officials, policymakers and others who are interested in your program's success that you are accountable. To help you conduct effective evaluations, the CDC offers a wealth of information that you can access on the Internet (see www.cdc.gov/eval). Kansas TUPP staff can provide technical assistance as well as surveys and other evaluation tools.



Evaluate to Stay on Track

The three surveys that follow can be used as guidelines for evaluating tobacco free sports activities as well as to assess tobacco use attitudes and behaviors in the community. The first survey (Tobacco Survey Middle Schools) includes questions that can be used to measure current tobacco use prevalence and attitudes among youth involved in a tobacco free sports activity. The survey can be used to measure changes in attitudes about tobacco use before and after a tobacco free sports intervention. The questions should be tailored to your particular program and age range. It is important to remember that large changes in tobacco use prevalence are unlikely after one presentation or event. In addition to evaluation of the program, the survey can be used to show a need for a tobacco prevention program to community leaders.

The next survey (Community Tobacco Survey) is intended for adults in the community and can be used to gauge support for tobacco prevention activities. Before a tobacco free sports event or presentation takes place, it is a good idea for a coalition to determine the climate for the activity. Once again, this survey should be modified to suit your community and the goals and objectives of your coalition.

The last survey (Organization Questionnaire) should be completed by the adult sponsor(s) of your tobacco free sports program. It can be very useful in the planning stages of your group or coalition. It can serve as a guide to help formulate the goals and objectives of your organization as well as to track community policy change. More than a survey, the Organization Questionnaire is a document which outlines the structure of your group and defines the status of tobacco use attitudes and policies in the community.

TOBACCO SURVEY, MIDDLE SCHOOLS

First name _____ Last name _____

Birth Date ____/____/____

1. Are you
 ____male ____female

2. What grade are you in?
 ____6th ____7th ____8th ____9th ____other

3. How do you describe yourself?
 ____White-not Hispanic
 ____Black-not Hispanic
 ____Hispanic or Latino
 ____Asian or Pacific Islander
 ____American Indian or Alaskan Native
 ____Other

4. During the past 30 days, on how many days did you smoke?
 ____I did not smoke during the last 30 days
 ____1 or 2 days
 ____3 to 5 days
 ____6 to 9 days
 ____10 to 19 days
 ____20 to 30 days

5. During the past 30 days, on how many days did you use chewing tobacco, snuff or dip, such as Redman, Levi Garret, Beechnut, Skoal, or Copenhagen?
 ____I did not chew during the last 30 days
 ____1 or 2 days
 ____3 to 5 days
 ____6 to 9 days
 ____10 to 19 days
 ____20 to 30 days

6. During the past 30 days, on how many days did you smoke a cigar, cigarillo, or little cigar?
 ____I did not smoke during the last 30 days
 ____1 or 2 days
 ____3 to 5 days
 ____6 to 9 days
 ____10 to 19 days
 ____20 to 30 days

7. Do you think you will try a cigarette soon?
 ____I have already tried cigarettes
 ____Yes
 ____No

8. What is the youngest age a person can legally buy cigarettes in Kansas?
 ____Less than 16 years old
 ____16 years old
 ____18 years old
 ____21 years old
 ____Not sure

	Definitely Yes	Probably Yes	Probably Not	Definitely Not
9. Do you think you will smoke a cigarette at any time during the next year?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. If one of your best friends offered you a cigarette, would you smoke it?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Can people get addicted to cigarette smoke just like they can get addicted to cocaine or heroin?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Do you think young people who smoke cigarettes have more friends?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Do you think smoking cigarettes make young people look cool or fit in?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Do you think it is safe to smoke for only a year or two, as long as you quit after that?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Do you think smokers have shorter lives than non-smokers?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Do you think smoke from other people's cigarettes is harmful to you?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Does Kansas have a law that punishes anyone under age 18 who has cigarettes or any other tobacco product in their possession?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Community Tobacco Survey

Community Tobacco Survey

We would like to know what you think about creating more tobacco free recreational places for the youth of our community. Please answer the following questions.

What is your age? ___18-24 ___25-39 ___40-50 ___60+

Are you a... ___Smoker ___Non-smoker ___Former smoker
(check all that apply) ___Parent ___Grandparent
 ___Youth leader/coach ___Youth sports official

Where do you live? ___In (insert town)
 ___Within 20 miles of (insert town)
 ___Over 20 miles from (insert town)

I support NO TOBACCO USE in the following places:

(For each location, circle the number on the scale that best describes how you feel.)

1. Community centers	disagree	1	2	3	4	5	agree
2. Indoor sports arenas	disagree	1	2	3	4	5	agree
3. Outdoor sports facilities	disagree	1	2	3	4	5	agree
4. Parks	disagree	1	2	3	4	5	agree
5. Playgrounds	disagree	1	2	3	4	5	agree
6. Skateboard/bike parks	disagree	1	2	3	4	5	agree
7. Beaches	disagree	1	2	3	4	5	agree
8. Vehicles transporting youth to activities	disagree	1	2	3	4	5	agree
9. Other _____	disagree	1	2	3	4	5	agree

I support NO TOBACCO USE for the following individuals during youth recreational events:

1. Coaches/youth leaders	disagree	1	2	3	4	5	agree
2. Youth sports officials	disagree	1	2	3	4	5	agree
3. Spectators attending event	disagree	1	2	3	4	5	agree

Organization Questionnaire

Information about the recreational organization:

1. What is the mission of the organization?
2. What are the typical activities in which the youth participate?
3. What is the age range of the youth?
4. How many youth, adult leaders and parents are involved in the organization?
5. How many teams or groups are in the organization?
6. Is the organization affiliated with a statewide or national organization?
7. Is there a board of directors or similar governing body for the organization?
8. When and how often do they meet?

Tobacco policy information:

1. Does the organization have a tobacco policy? (if so, request a copy)
 2. What are the policies provisions?
 - ☐ no tobacco use
 - ☐ no tobacco possession
 - ☐ indoor facilities
 - ☐ outdoor facilities
 3. Whom does the policy cover?
 - ☐ parents ☐ coaches ☐ youth participants
 - ☐ officials ☐ spectators ☐ staff
 4. What property does the policy cover?
 - ☐ all property owned by the organization
 - ☐ all property rented, leased, or used by the organization
 - ☐ all places or events sponsored by the organization, regardless of the site
-

Organization Questionnaire

5. How is the policy communicated?

- ☐ published in their handbook ☐ distributed to parents
☐ published in their newsletter ☐ distributed to officials
☐ communicated via email ☐ publicized to youth

6. Have members of the organization signed statements regarding tobacco?

- ☐ player's pledge against tobacco use
☐ team pledge against tobacco use
☐ coach's pledge against tobacco use during the organization's activities
☐ parent's statement of acknowledgement of policy

7. What type of signage does the organization have?

- ☐ permanent outdoor signage ☐ temporary outdoor signage
☐ permanent indoor signage ☐ temporary indoor signage

8. How does the organization enforce the policy?

Who enforces it?

What are the penalties?

Do violations occur?

Who typically commits the violations?

9. Are there tobacco policies enacted by other organizations that cover this organizations activities?

- ☐ the state or national governing organization
☐ the city parks and recreation department (park policy or city ordinance)
☐ the local school district
☐ the local athletic association

Tobacco education and awareness:

Does the organization have:

- ☐ coaches' trainings
☐ parents' meetings
☐ events such as tournaments, family days, fairs, or registration days
☐ newsletters
☐ a website

Materials that Win

Tobacco Free Sports & Physical Activity Initiative
Centers for Disease Control (CDC) -Office on Smoking & Health
(800) CDC-1311
http://www.cdc.gov/tobacco/sports_initiatives.htm

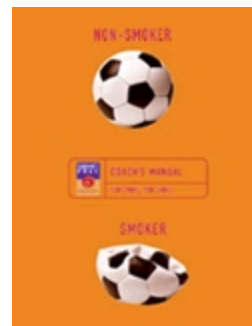
The Tobacco Free Sports & Physical Activity Initiative is a program created at the national level that was designed through a collaboration between the U.S. Department of Health and Human Services, the National Cancer Institute and members of the U.S. Women's National Soccer team. The program provides coaches, youth and parents with information on the dangers of tobacco use. Contact TUPP staff or CDC to receive copies of the following resources.

The Tobacco-Free Sports Playbook is designed to help coaches, school administrators, and state and local health departments reach out to young people with messages about the importance of choosing a healthy, active and tobacco free lifestyle.



Smoke Free Soccer Coach's Manual

Features creatively designed soccer drills that help coaches integrate tobacco control and healthy lifestyle messages into their practices.



SOCCER...KICKIN' BUTTS is a new teen documentary produced by the Emmy Awarding Winning PBS program "In The Mix."* In The Mix profiles US soccer superstars Shannon MacMillan, Tiffeny Milbrett, Lorrie Fair, Eddie Pope and Bobby Convey. It takes an in-depth look at the physical and psychological benefits of playing soccer as part of a healthy, smoke-free lifestyle.

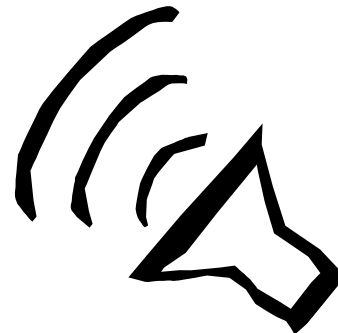
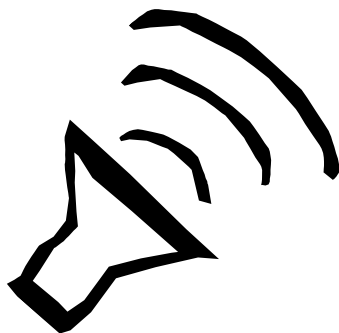




Tobacco Free Policy Public Service Announcement

Please announce the following tobacco free messages at the beginning and intermittently throughout every Tobacco Free Sports activity.

- 1 "Welcome to tonight's game. In the interest of public health and safety, smoking and the use of tobacco during this event is strictly prohibited. Thank you for your cooperation."
- 2 "This facility is tobacco free. Smoking or the use of any tobacco product on this property is strictly prohibited. Thank you for your cooperation."
- 3 "As a reminder, this event is tobacco free. No form of tobacco may be used at this facility at any time. Thank you for your cooperation."
- 4 "The use of any tobacco product during this event is strictly prohibited. This policy applies to all adults, as well as youth. Your cooperation is greatly appreciated."





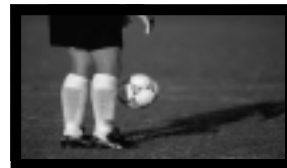
Tobacco Free Sports Event Ideas

Please contact TUPP staff and let us know how we can assist you in planning your next tobacco free sports event.

Tailgating Event

Host a tobacco free tailgating event before a big game and serve healthy snacks. Incorporate tobacco free messages into the event.

Hold a tailgating event to recognize organizations that have worked to advance tobacco free sports in the community. Invite the media and present organizations with a certificate for their great work.



Kids Kicking Their Way to a Healthy Lifestyle

Have kids get their parent's permission to look for old magazines in their home and remove tobacco ads found in the magazines. Have kids bring the ads to school to construct a mural that would fit the dimensions of a soccer goal (22' by 8'). Invite peer and high-profile soccer players to the event to remind the children that to be a champion on the field, you must remain tobacco free. The day of the event have the young soccer fans kick the soccer balls through the mural, destroying the ads and freeing the goal for play. This is a great way to illustrate to kids how they are targeted by the tobacco industry.

Tobacco Free Olympics

Work with local recreational organizations and school districts to recruit participants in an Olympic-style event. Youth can compete in various activities including relay races, the 100-yard dash, and a punt, pass and kick competition. During the event you can promote the tobacco free message to those in attendance and ask participants to sign pledges to remain tobacco free.

Striking Out Tobacco

Work with a local school to organize and host a 100% tobacco free student/faculty softball game. Integrate tobacco free messages between innings. Ask those in attendance to sign tobacco free pledges.



Awards Ceremony

Incorporate the tobacco free message into a sports season. At the beginning of the season, have athletes sign a pledge to remain tobacco free. At the end of a season, incorporate a tobacco free athletes award into the school's award assembly.

Tobacco and Personal Appearance

- Tobacco stains teeth and causes bad breath.
- Short-term use of spit tobacco can cause cracked lips, white spots, sores and bleeding in the mouth.
- Surgery to remove oral cancers caused by tobacco can lead to serious changes in the face. Sean Marcee, a high school athlete who used spit tobacco died of oral cancer when he was 19 years old.

Tobacco Free Player's Pledge



I, as a member of _____

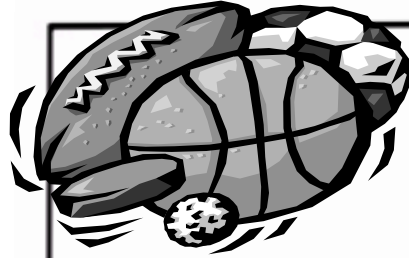
know that tobacco use harms my health, hinders my physical performance and is dangerous to those around me. I pledge to be tobacco free because I care about my health and the health of those around me.

player

coach

date

Tobacco Free Team Pledge



We, the members of

knowing that tobacco use harms our health, hinders our physical performance and is dangerous to others, pledge to be tobacco free because we care about our health and the health of those around us.

player

player

player

coach

date

coach



A Community Playbook for Recreation and Tobacco Prevention

Kansas Department of Health & Environment - Tobacco Use Prevention Program
www.kdhe.state.ks.us/tobacco 877.602.0368

